

1                   ABSTRACT

2                 The disclosed methods and apparatus relate generally to the  
3                 electronics media industry, such as cable television (CATV), home  
4                 shopping services, on-line computer services and computer memory  
5                 applications. These methods and apparatus allow a user to access  
6                 and make use of electronic media input and output devices by  
7                 reference to and/or utilization of standard printed matter, such  
8                 as magazines, textbooks, or any other printed matter that can be  
9                 correlated to electronic media.